

Envision Carlsbad Phase 2
Envision Carlsbad Citizens Committee (EC3) and Planning Commission
Alternatives Brainstorming Notes
[Focus Areas](#)

Focus Area 1 – Northwest Coastal		
EC3 Group 1 (May 11, 2011)	EC3 Group 2 (May 11, 2011)	Planning Commission (June 13, 2011)
<ul style="list-style-type: none"> • D.A.R./H.O.V. Ramp limits opportunities on SDG&E property east of I-5 • Opposed to gas stations adjacent to waterways • Respect vision of Barrio area workshop • Keep city hall downtown (in the Village) • Build around Holiday Park <ul style="list-style-type: none"> ○ Multi-family residential • Power plant property <ul style="list-style-type: none"> ○ Mixed use ○ Restaurants ○ Park ○ Visitor uses ○ Open Space/Recreation ○ High end hotel ○ Seaport Village • Snug Harbor area <ul style="list-style-type: none"> ○ Construct lagoon edge trails • Stronger corridor connection between Areas 1 and 2 • Consideration of watershed areas 	<ul style="list-style-type: none"> • Power plant – limited opportunity <ul style="list-style-type: none"> ○ Any use dependent on lagoon being dredged ○ Cannot plan until we know power plant is going ○ Tourist serving commercial would be good <ul style="list-style-type: none"> ▪ Resort ▪ Restaurant ▪ Shops ○ No residential (maybe a little) ○ E/side of freeway <ul style="list-style-type: none"> ▪ Agriculture ▪ Tourist Commercial ▪ No residential • Pio Pico – turn hotels into SRO's, Vons – leave commercial • Vons on CVD – midscale/upscale restaurant • Garfield area – high density, restaurants with view • Jefferson – keep high density – increase density • Downtown – not good for SF detached • Restaurants fronting ocean • Mixed use senior center • Adams Street area – office, senior housing, multi-family residential 	<p><u>Power Plant area</u></p> <ul style="list-style-type: none"> • Convention center/hotel • Open land walkways and public beach access • Art center on lagoon side; would pull the entire city towards the coast and won't take away from small town atmosphere • Could provide shuttle service to other areas • Construct a road across power plant site that connect to Avenida Encinas <p><u>Barrio area</u></p> <ul style="list-style-type: none"> • Mixed use - keep the flare that is there now with walkable sidewalks that tie into the village • High-end and moderate priced housing (along with affordable) – 3 stories max • Need horizontal multifamily housing for seniors • Medical offices • Pedestrian crossings at railroad at Chestnut • More commercial at Chestnut and railroad <p><u>Village area</u></p> <ul style="list-style-type: none"> • Village should be comparable to downtown La Jolla (down by the ocean) with places to eat, shop • Convention center would bring more people in for business, vacation, etc. • Parking structure • Need good entertainment places for all ages • Create an art community <p><u>Overall area</u></p> <ul style="list-style-type: none"> • Improve beach access – more through connections • Improve walkability • Flush toilet bathrooms at the beach • Need to shift focus from Redevelopment Area • More businesses on the beach, including restaurants (not fast food) • Efforts should be made to keep people inside city

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		<ul style="list-style-type: none"> • Build a pier with restaurants, shops to draw people in • Charging stations for electric cars
Focus Area 2 – Plaza Camino Real Commercial		
EC3 Group 1 (May 11, 2011)	EC3 Group 2 (May 11, 2011)	Planning Commission (June 13, 2011)
<ul style="list-style-type: none"> • High density mixed use • Align/connect with area north of SR78 • Vertical and horizontal mixed use • Connection/relationship to the Village • Shuttle between Plaza Camino Real and Village to better utilize existing parking • Create a destination at Plaza Camino Real • Make Plaza Camino Real an attractive place to live • High end condos • Link to Quarry Creek area 	<ul style="list-style-type: none"> • Hotel • Commercial and residential – mall • Mixed use – mall • East of El Camino Real – leave commercial • Build parking structure – free up city parking lot – area to build high density residential • Site west of mall – high density residential 	<ul style="list-style-type: none"> • Apartments • Make it a “place” • Senior housing (able to walk to commercial) • 2-3 story housing • Commercial with residential • Not necessarily mixed use • Park areas • Walkable • Make it feel residential without it being residential • Commercial along Hwy 78 with residential farther from hwy
Focus Area 3 – Quarry Creek		
EC3 Group 1 (May 11, 2011)	EC3 Group 2 (May 11, 2011)	Planning Commission (June 13, 2011)
<ul style="list-style-type: none"> • Create an integrated trail system • Protect the watershed area • Respect/give back the open space • Build upon the benefits of Buena Vista Creek – Creekside development • Trails/connection to the ocean • Make trail connections up to Lake Calavera • Create a trail link along the watershed area 	<ul style="list-style-type: none"> • High density residential – cluster/ transfer • Cluster density/open space • Perfect for high density • Preserve as much open space as possible 	<ul style="list-style-type: none"> • For-profit college in either Area 3 or other area) <ul style="list-style-type: none"> ○ Small campus college ○ Biotech college, tech college, something to support all the businesses the city has ○ Extended studies location for CSUSM OR SDSU ○ More continuing education facilities to tap into the residents that live here ○ Education would perhaps be more compatible at Quarry Creek site • Medical facility/center (Area 3 or other area) • Student housing • High density, high-level/story residential on eastern part of site (cluster density to the east and preserve open space on western part of site)

Focus Area 4 – Marja Acres		
EC3 Group 1 (May 11, 2011)	EC3 Group 2 (May 11, 2011)	Planning Commission (June 13, 2011)
<ul style="list-style-type: none"> • Site potential for mixed use • Potential for multi-family residential • Surrounded by single family homes. Carefully handle edge conditions • Consider site for residential only 	<ul style="list-style-type: none"> • All residential • May not be viable as commercial • High density • Commercial (where existing commercial is) • Leave commercial as commercial • Residential – change to high density • Assisted living facility 	<ul style="list-style-type: none"> • Residential (high density – condos, town homes, affordable-low income) • No commercial if Area 5 is commercial
Focus Area 5 – Sunny Creek Commercial		
EC3 Group 1 (May 11, 2011)	EC3 Group 2 (May 11, 2011)	Planning Commission (June 13, 2011)
<ul style="list-style-type: none"> • Mixed use • High density residential • Include some commercial 	<ul style="list-style-type: none"> • RLM site – people sentimental about it • Big box • Commercial – low profile • Create a river walk by creek • Mixed use? • City hall with river walk • All sites – commercial • High density 	<ul style="list-style-type: none"> • Don't want strip mall centers • Area can't support as commercial if there's commercial at Area 4 and Robertson ranch, too – better to have neighborhood commercial at Area 5 (no commercial at Area 4) • Restaurants or Trader Joe's • Something similar to Bressi Ranch • Gas station • Commercial and apartments
Focus Area 6 - Mandana		
EC3 Group 1 (May 11, 2011)	EC3 Group 2 (May 11, 2011)	Planning Commission (June 13, 2011)
<ul style="list-style-type: none"> • Consider thin film solar for covering the reservoir • Should be residential – low density • Constrained access and habitat • 40% of city as open space is the same as New York City. Can densify elsewhere. Defend the open space • Integrate trails and park land 	<ul style="list-style-type: none"> • Leave – large lot residential – low density • Equestrian 	<ul style="list-style-type: none"> • Leave it as low density/large lot residential • As long as someone wants to farm it and its profitable, keep it as agriculture

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Focus Area 7 – Palomar Corridor		
EC3 Group 1 (May 11, 2011)	EC3 Group 2 (May 11, 2011)	Planning Commission (June 13, 2011)
<ul style="list-style-type: none"> Many distribution facilities <ul style="list-style-type: none"> Not parked for office/R&D Consider adding residential to the area <ul style="list-style-type: none"> Area south of Palomar Airport Road that are older Compatibility with the airport must be considered Northeast of airport consider as a site for compost facility Add commercial uses to support residential that may be included Commercial and residential on periphery 	<ul style="list-style-type: none"> Residential serving use in PI (sw PAR) Affordable housing High density residential Between Palomar Oaks and Costco, big box retail – general office Bressi area – commercial (big box) Las Palmas area – technology infrastructure (light R&D, Education, industrial (light)) Northeast Palomar Airport Road – commercial/residential serving Islands restaurant area – does not do well after work hours 	<ul style="list-style-type: none"> People should live close to where they are working Mixed use Residential could be small townhomes or apartments More commercial uses/services for workers and residents Apartments surrounding commercial Bressi – multifamily residential near commercial center Concern with compatibility between residential and industrial uses Parks for workers and residents Allow food trucks to serve businesses
Focus Area 8 – Southern Freeway Corridor		
EC3 Group 1 (May 11, 2011)	EC3 Group 2 (May 11, 2011)	Planning Commission (June 13, 2011)
<ul style="list-style-type: none"> Great location for smart growth/affordable housing in vicinity of Poinsettia train station (south of treatment plant) Consider as a site for mixed use Poinsettia Village site needs upgrading Avenida Encinas road improvements need to be completed Modernize sites along roadway (Avenida Encinas) Automotive service businesses area a good use for area because of freeway and railroad 	<ul style="list-style-type: none"> High density multi-family (Encina site) Existing hotels – good use/need updating North of Palomar Airport Road – could be commercial, general office, restaurants East of I-5 – visitor serving near I-5, commercial – residential serving SWC Poinsettia/I-5 – commercial – residential serving, home improvement, furniture 	<ul style="list-style-type: none"> Premium Outlet Center should be THE retail center of the city and change the use of PCR <ul style="list-style-type: none"> Expand outlet center - push into the Flower Fields for more space; parking structure Don't want it to become obtrusive - boutique mall – like Forum with anchors. Need to understand why mixed use project next to train station didn't work; synergy is not there; maybe the uses should serve the train users Flower trade center area - need more intense commercial and retail uses and restaurants -not a good place for high density residential Terramar area needs attention

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Focus Area 9 – Ponto/Southern Waterfront		
EC3 Group 1 (May 11, 2011)	EC3 Group 2 (May 11, 2011)	Planning Commission (June 13, 2011)
<ul style="list-style-type: none"> • Linear park along Carlsbad Boulevard • Additional coastal access • Beach parking added • Pocket park (activity areas, place for weddings, etc.) • Water front commercial (ex: Seaport Village, restaurants, etc.) • Recreational/commercial <ul style="list-style-type: none"> ○ Place that can be shared by everyone • Create more campsites 	<ul style="list-style-type: none"> • Ensure we have beach front walking/biking • Linear park (with commercial amenities) • Commercial on west side – food stands, bike rental, restaurants • Build restaurant above parking lot 	<ul style="list-style-type: none"> • Seawall needs to extend all the way south • Regulate large vehicle parking along beach • Allow RV parking near campground • Complete rail trail in this area • Limit RV parking along the beach • Ponto area – low rise hotels, condos • Need uses that draw people <ul style="list-style-type: none"> ○ Better public access ○ Safe area for biking/walking ○ Services ○ Food (snack to fine dining) ○ Linear park ○ More parking ○ Recreation uses (active and passive)
Focus Area 10 - Aviara		
EC3 Group 1 (May 11, 2011)	EC3 Group 2 (May 11, 2011)	Planning Commission (June 13, 2011)
<ul style="list-style-type: none"> • High end condos/residential on Murphy property • Preserve environmental resources on Murphy sites. Park opportunity • Park Hyatt site – high density condos should be considered • Bridges/Pontebello site <ul style="list-style-type: none"> ○ Finish Poinsettia ○ Mix in density which is compatible with the area and could be a little higher 	<ul style="list-style-type: none"> • Need Poinsettia completed • Leave as residential (RLM) north site • Murphy <ul style="list-style-type: none"> ○ Park/open space ○ No residential ○ Mitigation land • Resort – leave 	<ul style="list-style-type: none"> • Should stay residential • Residential at Park Hyatt site – condos or something like that • Sports facility at Park Hyatt for residents

Focus Area 11 – South El Camino Real		
EC3 Group 1 (May 11, 2011)	EC3 Group 2 (May 11, 2011)	Planning Commission (June 13, 2011)
<ul style="list-style-type: none"> • Vons site southeast corner of El Camino Real/La Costa <ul style="list-style-type: none"> ○ High density housing ○ Live/work development • Plaza Paseo Real/Crazy Burro sites <ul style="list-style-type: none"> ○ Upscale retail 	<ul style="list-style-type: none"> • Old Vons at La Costa <ul style="list-style-type: none"> ○ Residential – multi-family, high density ○ Maybe not mixed use ○ Low chance for opposition to high density ○ Needs to have economic potential • Center by Library <ul style="list-style-type: none"> ○ Stay as is ○ Community gathering place ○ Other cultural uses by Library • Crazy Burro site <ul style="list-style-type: none"> ○ Office/professional ○ High density residential 	<ul style="list-style-type: none"> • Old Vons (La Costa) Doesn't always have to be multi-story mixed use; could be single story <ul style="list-style-type: none"> ○ Retail on old Vons part with good anchor (like Kohl's) ○ Whole site has bad access ○ No need for grocery ○ High density/affordable housing would be appropriate ○ High end assisted living (if the market warrants the use) ○ Redo frontage of the stores to bring attention there

Envision Carlsbad Phase 2 Development Community Alternatives Brainstorming Notes (June 8, 2011)

1. Brainstorm on land use and development opportunities

a. Land use/development: What kind of uses and development is appropriate in the various opportunity areas?

Participant Comments

City has office development opportunities. Redevelop one-story “scrape-away” buildings around the airport (#7, Palomar Corridor). There will be more demand for medical offices and services in the next 20-30 years. However, city’s current medical zoning is restrictive.

Not much need for industrial or warehousing uses.

PM zone has served its useful life. For example, medical offices are not an allowed use, so developers use the specific plan tool to get around that. Zoning Ordinance and land use designations need to be updated.

Land available for single-family residential is mostly used up. Future residential will need to be higher density and more efficient. Is the city ready to be friendlier to retail, industrial, commercial?

Older plans identified “neighborhood centers”—requirements for a supermarket or drug store distributed throughout the city to create a “center.” The thinking was to avoid strip malls, but developers (or nearby residents) did not want these centers built, and so the plan was never fully implemented.

Consider allowing horizontal as well as vertical mixed use developments.

Allow in-lieu fee to meet affordable housing requirement. Would like to build affordable housing, but may not be specialty.

Opportunity Areas #1, Northwest Coastal/#2, Plaza Camino Real Commercial Corridor: strengthen connection between them through Jefferson Avenue corridor.

Opportunity Area #5, Sunny Creek Commercial: appropriate location for multi-family residential, high density, 18-25 units per acre, Up to 4 stories. Would improve affordability just by adding supply, and would help with jobs/housing balance.

b. Densities/intensities: What are appropriate and feasible densities/intensities for future development?

Participant Comments

Eliminate height restrictions: 4-5 stories is probably right, but 10-15 may be politically feasible right now in higher intensity areas (e.g., areas #2, and #7), near multi-family housing and in the Village (#1). There is no more land for offices; need to build up. Airport regulations will still impose height limits.

Unlimited height is not reasonable everywhere – additional height only appropriate in some areas.

Create high density corridors with a mix of uses, tied into transit and other city services. Plaza Camino Real is isolated by topography and shopping center. Could be high density office, residential, or hotels.

Area #3, Quarry Creek, could be mixed-use with higher intensity development—3-5 stories—since it is up against the hillside, well protected.

Hard to fit a multi-family residential in a 45-foot building—need an extra story (i.e. 50-55 feet) to make it viable.

High density residential zone only goes up to 20 units per acre. Up to 30 units per acre can be constructed with parking more reasonably. Need to be more efficient with land. (Only Village up to 35 units per acre). Regulations could go up to 40 units per acre along corridors.

Future is in higher density housing, both rentals and condos: Baby Boomers will be downsizing and young people may not prefer a single-family home.

Single-family residential can be higher density with tighter setbacks, smaller lots, no back yards. Embrace the open spaces outside instead. Our current housing stock is unbalanced.

Multi-family homes and townhomes can be affordable by design.

2. Brainstorm on Development Issues

- a. What are some of the key development issues to achieve the Community Vision?
- b. What General Plan policies will facilitate development that the community seeks?

Participant Comments

Additional development will be challenging, since traffic level of service standards (average daily trips) is a limiting factor; congestion is already an issue at several intersections. Intensifying uses will cause unmitigated impacts.

Consider how level of service (LOS) standards are defined; look at SANDAG changes in trip generation rates for mixed use

Developers need flexibility in land use and development standards and certainty in the plan and approval process [this was reiterated several times]. For example, Anaheim Triangle plans.

Define an area based on its existing or desired character rather than land use (form based code).

Developer can only build so much parking. Shared parking between office and residential reduces costs and area devoted to parking. Parking at higher densities will drive developer's costs and the feasibility of the project.

Consider incentives. For example, Escondido is doing away with parking constraints.

Consider multi-level parking garages and incentives to build them near the coast (area #1). Design controls in this city are good enough to ensure good design of garages. People do not mind walking nowadays; they will park a few blocks away.

Local Facilities Master Plans: Consider adjusting the boundaries to include more of the opportunity sites to remove some of the burden of public facilities.

Some properties shown are in open space areas and are affected by the open space ordinance. Requirements are to mitigate for open spaces within the city limits.

Consider changes to slope regulations. This could create opportunities for development on sloped areas adjacent to residential and industrial.

Carlsbad has sold itself on being a low-density, high-quality community. Residents living here have that expectation. How do potential density/intensity increases align with core values stated in the community vision?

Carlsbad is the most expensive city to work with. Professional staff, but restrictive regulations. City “gave up” on its best sites for commercial: Cannon Road and El Camino Real, El Camino Real and Tamarack Avenue; MAG properties. Commercial uses should be at major intersections, not mid-block, e.g., Robertson Ranch. The community has to buy-in for this to work. If community members do not want to drive so far for goods and services, we need to develop these sites, not push retailers to neighboring cities.

Need to complete roads: Cannon Road (to Oceanside or Vista) and College Avenue.

Consider changes to fee program: integrated for shared uses and phased over the development period, like paying back a loan.

City has two well-used tools at its disposal: master plans and development agreements. These allow both the developer and the community to achieve their objectives.

Evaluate existing master plans and consider updating if appropriate.

Developers need incentives and want options. Not feasible to redevelop a one-story building into two stories because value of existing structure(s) must be factored into development costs. Need city partnership to fulfill community objectives (e.g. city-built infrastructure as an incentive.)

Follow-up emails received from workshop participants:

From: Todd Galarneau

Sent: Thursday, June 09, 2011 5:08 PM

To: Gary Barberio; Don Neu

Subject: GP Update

Thanks for including me in the discussion yesterday. It's been awhile since I had the chance to brainstorm planning policy. It reminded me of my city days!

One other thing that may be worth considering is either modifying selected thresholds directly, or including a policy that such modifications should be considered, for key areas where the City believes that densification is desired or where infrastructure is at or approaching capacity. The City of Chula Vista took a similar approach a few years back by creating a separate LOS for the western revitalization area. This accomplishes a couple objectives – it reduces or eliminates a key CEQA target and, it can result in a reduced need for future facilities which translates into lower DIF fees and more viable development opportunities. This is probably most applicable in areas where the City is looking to create a more urban experience.

I think it was Don that asked the group how flexibility translates into certainty for the developer during the entitlement process. I don't think that it gives more certainty, but it does give the development industry greater latitude in designing a project that is market responsive. If the City provides the vision, and a character statement along with some general goals and policies to provide structure, flexibility can be a win-win for both parties as it will increase developer interest and will expand the possible solutions which should lead to more innovative design. I don't think the group was expecting the City to give complete flexibility – in fact we wouldn't want this - but rather give enough such that the design solution for a particular property is not prescribed or unduly constrained. If the flexibility is guided by a clear vision and character statement, I believe it can be a positive for the community as well.

Another lesson we learned with our Millenia project was that proximity to employment is a key indicator of success for urban residential densities. There was some discussion yesterday about mid-rise residential and this type of urban residential in a bit of a niche product and if you are looking at adding this to the GP then its location should be carefully thought out.

Lastly, when discussing policies for mixed use development it would be beneficial to define that term as applying to both vertical and horizontal mixed use.

Thanks again for the invite and the opportunity to share my two-cents worth.

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Envision Carlsbad Phase 2
Development Community Alternatives Brainstorming Notes (June 8, 2011)

From: Steve Maciej
Sent: Monday, June 13, 2011 3:42 PM
To: Gary Barberio
Subject: Envision Carlsbad

Gary,

Thank you for inviting me to the workshop last week. I thought that was a good presentation and the dialogue I hope was helpful.

Could you provide me an electronic version of power point and maps?

Also much to my amazement I received a notice from Carlsbad regarding proposed fee increases. It's hard for me to fathom that in this economy the City is going to consider fee increases.

I left a voice message for Charles McBride requesting an electronic copy of the fee schedule. If you have one and can pass it along it would be much appreciated.

Thanks

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